

Three Types of Periodical Literature

	Scholarly/Research A forum for reporting findings of original research within a particular discipline. When published by an association, the journal serves as their official communication.	Trade/Practice Updates reader on current trends in an industry or profession. Specifically concerned with the manufacture of a product or service, its marketing, and technical aspects.	<i>Popular/Consumer/Lay</i> Considered leisure reading; does not report on original research. Should not be used as a source in the bibliography of an academic paper.
Focus	Discipline focused	Discipline focused	
Audience	Written for a learned and professional audience	Written for those in the profession	Written for the general public
Title of Periodical*	Frequently uses the word <i>journal</i> , <i>review</i> , <i>bulletin</i> , <i>quarterly</i> , or <i>research</i>		
Frequency*	Usually published monthly or quarterly	Published weekly or monthly	Published weekly or monthly
Cover	Drab, usually one or two color	Bright, full color	Bright, full color and usually has glossy paper
Pagination	Usually continuously paginated across issues	Paginated by issue	Paginated by issue
Ads	Contains few ads; those that exist are for conferences and books	Contains color ads related to the discipline	Contains many color ads on anything
Article Titles*	Long, often describing the content of the article	Factual statements and short	Sensational or short
Articles*	Long; may have charts and graphs, and will have bibliographies or footnotes; articles will be PEER REVIEWED or REFEREED (will sometimes indicate this at the front, or check website or <i>Magazines for Libraries</i>)	Shorter than scholarly articles; may have charts and graphs, or a few pictures	Articles usually short; pictures illustrate articles; do not have bibliographies or footnotes
Authors*	Author is a specialist in the field; short biography is given	Author is a specialist or practitioner	Author is a journalist or is not mentioned
Example	<i>Journal of Pediatric Nursing</i>	<i>AdWeek</i>	<i>Sports Illustrated</i>

* Use these criteria to evaluate electronic articles